

# NBC TRANSMITTER

VOL. 5

SEPTEMBER 15, 1937

NO. 12

## ALMONTE MADE AN ASSISTANT TO LOHR



JUAN DE J. ALMONTE  
*Ten Years With NBC*

Juan de Jara Almonte, former evening general manager, was appointed an assistant to President Lenox R. Lohr on September 1, to represent NBC at such events and functions as may be directed by the president. Famed as NBC's host and ambassador of good will, Mr. Almonte also will handle arrangements for the reception of distinguished guests.

The office of evening general manager vacated by the appointment of Mr. Almonte to the president's office has been abolished.

When Mr. Almonte joined NBC ten years ago he brought with him an international background and broad experience as a journalist and advertising man. He was born in Paris and educated in England where his father was a Spanish diplomat stationed in London.

During a visit to America a newspaperman friend of his persuaded him to stay in New York to work for the old *Daily News*. Dressed in a frock coat and top hat young Mr. Almonte went to the offices of the *Daily News* to meet the city editor. Following the hubbub among the office personnel caused by his entry and the interview with the city editor, he was offered a job as ship news reporter at fifteen dollars a week. He took it and, following the advice of his new boss, he replaced his formal morning outfit with an ordinary American business suit before reporting for work the following day.

After two years as a ship news reporter, during which he made the acquaintance of many celebrities who are now his close friends, he turned columnist for the *Globe*

*(Continued on Page 11)*

## Appointed Manager Of NBC San Francisco

NBC, San Francisco, has a new manager in the person of an old friend. He is Lloyd E. Yoder, manager for almost ten years of the Western Press Division, whose promotion to the post of manager of the San Francisco offices, with jurisdiction over KPO and KGO, was announced August 31 by Vice President Don E. Gilman.

The new KPO-KGO head, in point of service, is one of the oldest NBC executives in the West . . . and one of the youngest in years. He started his radio career as an NBC announcer in 1927, then became press representative, and shortly after that manager of the Press Division.

Well-known throughout the West for his connections with football as a Pacific Coast Conference official, as well as for his work with NBC, Mr. Yoder was born in Salem, Ohio, and is a graduate of the Carnegie Institute of Technology. He also attended San Francisco Law School.

In 1926, Mr. Yoder was captain of the Carnegie Tech football team, and was named on Rockne, Warner, Jones and other All-America teams. He came to San Francisco to play in the Shrine East-West game, and after his graduation returned to join the National Broadcasting Company.

Mr. Yoder is president of the Intercollegiate Alumni Association of San Francisco. He is a member of the Sigma Delta Kappa (legal) and of the Sigma Alpha Epsilon (social) fraternity, and of the Olympic, Commonwealth, Press and Army and Navy Clubs. He is an officer in the United States Naval Reserve and a former director of the Junior Chamber of Commerce.



LLOYD E. YODER  
*Manager of KPO-KGO San Francisco*

## A. E. NELSON APPOINTED MANAGER OF KDKA



A. E. NELSON  
*From KOA to KDKA*

A. E. Nelson, manager of Station KOA in Denver, was appointed to succeed Harry A. Woodman as general manager of KDKA, Pittsburgh, effective September 1.

Mr. Nelson's appointment to the managership of the Pioneer Broadcasting Station climaxes a brilliant record of three years during which he raised the prestige and popularity of KOA, making it one of the most important and well-equipped stations on the NBC networks.

KDKA's new general manager became associated with the National Broadcasting Company in 1934 after WIBO, which he managed and directed for four years, was closed by the Federal Communications Commission on the grounds that it was in an over-quota state.

Mr. Nelson's business career started a year after he graduated from high school in his native Chicago. He started in an insurance company where he worked for a year and then organized his own company which represented several insurance companies in Chicago. Later he helped to organize the Nelson Brothers Automobile Finance Company which in 1925 developed into the Nelson Brothers Bond and Mortgage Company.

In 1929 he resigned as president and manager of the Nelson Brothers Bond and Mortgage Company to become general manager of Station WIBO which was owned by his company.

*(Turn to page 8 for new alignment of KOA executives.)*

# NAMES IN THE NEWS

## NEW YORK

### Newcomers:

Charles H. Pease comes from NBC Chicago to join the New York staff of studio engineers. He was a member of the engineering staff of Station WMAQ when that station was purchased from the *Chicago Daily News* by the National Broadcasting Company in 1932.

Mr. Pease started his career in broadcasting in 1921. At one time he wrote a technical radio column for the *Chicago Daily News*. One of his newspaper colleagues, William S. Hedges, ex-NBC executive and now manager of WLW, Cincinnati, also wrote a radio column (non-technical) for the same paper during that period. Another prominent radio person who also wrote for the *Daily News* in those days is Clem McCarthy.

Recent replacements in the Central Stenographic Section are as follows:

Miss Eleanor Cunningham, formerly with the National Association for Travelers Aid, is a graduate of the New Jersey College for Women.

Miss Ruth Gould, a graduate of Barnard College, class of '37, is here for her first job. In college she majored in English Literature and is interested in advertising and copywriting. Her hobby is

music and she's had some experience on the radio as accompanist for a friend who sings occasionally over Station WFAS in White Plains.

Mrs. Natalie B. Baker of Passaic, New Jersey, a graduate of Radcliffe College, '32, worked as a secretary for the HOLC in New York City before coming to Radio City. In college she majored in Fine Arts and some of her paintings have been exhibited in the Harvard Fogg Museum. She is married to a member of the H. M. Kiesewetter Advertising Agency, and they live in New York.

Duane Stewart, a new member of the page staff, comes to NBC from Carleton College in Northfield, Minnesota. As a member of the Northfield College Orchestra he and other members of the orchestra visited several European countries by playing on ships plying the Atlantic. He is interested in announcing and would like to get into an NBC orchestra.

Herluf Provensen, formerly of the NBC Washington studios, has joined the announcing staff in New York, filling the place vacated by the resignation of Frank Cody who quits NBC to go into his father's furniture business in Milwaukee. Announcer Provensen is a brother of Martin Provensen, ex-NBC mikeman.

Richard Roe comes to our page staff from Greenwich, Connecticut, and Peddie School. His name, he says, has caused him much embarrassment when cashing

checks because Richard Roe is commonly used as a fictitious name for a party to a legal action. However, now he hopes that his NBC employee's card will facilitate check-cashing in the future.

Hy Duckworth came all the way from Salt Lake City to get a job on NBC's page force. He's an engineer with some experience in Utah's copper mines and he hopes to work into our Engineering Department.

William Eddy, formerly with the Farnsworth Television Company in Philadelphia has joined the Engineering Department as a television engineer. He joined the Navy after graduating from the Naval Academy in 1926 and retired in 1934 with the rank of lieutenant, senior grade.

Fred M. Weade who has spent many years in the engine rooms of steamships has joined the Engineering Department as an engineer's helper in the air-conditioning plant.

### Transfers:

Miss Marjorie Worth, formerly of Sustaining Traffic is now secretary to George O. Milne, Eastern Division Engineer. She replaces Miss Jeanette Holzer who resigned September 1 to take the veil at a convent of the Sisters of Charity.

The position vacated by Miss Worth in Sustaining Traffic will be filled by Miss Winifred Meehan of Stenographic. Miss Meehan joined NBC last October.

Miss Bernadette Bautz, a graduate of the Catherine Gibbs Secretarial School, who joined the Stenographic Section in July is now in the Station Relations Department.

Miss Elizabeth Scott of Station Relations has been appointed to replace Miss Beatrice Ackling as secretary to Keith Kiggins in the same department. Miss Ackling is resigning from the Company, effective September 15.

Miss Catherine Merrill goes with her boss, Juan de J. Almonte, to their new office up on the sixth floor.

Miss Lucile Russell who was mentioned as a newcomer to the Stenographic Section in the last issue of the NBC TRANSMITTER is now in the International Division of the Program Dept.

(Continued on Next Page)



NBC Photo by Sydney Desfor

Lewis H. Titterton, head of the N. Y. Script Division, was given a farewell party by members of his staff in the Rainbow Room before he sailed on the *Normandie* on September 1 to spend his vacation in his mother country, England, whence he has been absent for eleven years. Mr. Titterton is shown in the center, seated, smoking a pipe, and holding up one of the many bon-voyage presents he received from members of his division.



### Resignations:

Miss Marion Turrentine, Accounting, resigned September 8 to go to California where she expects to make her home. Miss Turrentine who had been with the Company six years requested that her regards be conveyed through these columns to all her friends in NBC whom she wasn't able to see before her sudden departure.

Don Lowe, announcer, resigned from the Company September 1. However, he will continue his work as a freelance announcer on commercial programs.

Robert R. Egan, Sales, resigned from the Company on September 7 to join the sales department of the magazine, *This Week*. Mr. Egan who was a newspaperman before coming to NBC had been with the Company one year and a half.

Palmer Wentworth, messenger in the Telegraph Room who joined the Company as a page in May, is resigning effective September 15 to go to California where he will work for a hotel in Palm Springs.

Walter Duncan, Sales, is resigning September 15 to accept a position as sales manager of Station WNEW New York.

John Bell, a supervisor in Guest Relations, resigns effective September 15 to accept an executive position with a furniture company in Dunkirk, N. Y. Mr. Bell came to NBC as a page in February 1936 and subsequently became a guide, set-up man and assistant supervisor before he was made a supervisor a year after he joined the Company.

### Marriages:

E. A. Hungerford of the Television Division was married to Miss Helen Savery of Hoosick, N. Y., on September 4. The wedding took place in All Saints Church in Hoosick and was followed by a reception at the home of the bride's parents.

The newlyweds went to the Adirondacks for their honeymoon.

Sheldon B. Hickox, Jr. of Station Relations kept it a secret for many days but the TRANSMITTER finally found out that on July 31 he promised to "love, honor and obey" Miss Evelyn Speidell of Mt. Vernon, N. Y. The wedding took place in Mr. Hickox's home town, Groveland, Massachusetts. It was a small, informal affair attended only by close relatives of the bride and bridegroom.

Mr. and Mrs. Hickox are now residing at Forest Hills, Long Island.

Miss Antoinette Force of the Statistical Department became Mrs. Alfred F. Tull, Jr., on Saturday, September 4. The marriage, performed by the bride's uncle, Rev. F. G. Urbano, took place in St. John's Church, Far Rockaway, Long Island.

The newlyweds are going on a honeymoon trip during their vacation periods the latter part of this month. They are making their residence in East Orange, N. J.

Joseph Spagnola, Duplicating Room, was married to Miss Angela Bellino at St. Agnes Church in Brooklyn, September 11. Mr. and Mrs. Spagnola are honeymooning in Bermuda.

### Stork News:

Crawford D. Paton, Statistical, became the father of a seven-and-a-half pound baby boy on August 21.

### Miscellaneous:

Howard Claney, announcer, returned from a month's vacation in Europe aboard the Aquitania on August 31.

John F. Royal, vice president in charge of programs, returned from Europe on September 2.

Roy C. Witmer, vice president in charge of sales, returned from his vacation September 8.

Judge and Mrs. A. L. Ashby and their son, John, and daughter, Marjory, have just returned from an extended trip abroad. Judge Ashby who is vice president and general counsel of NBC visited England, France, Italy, Germany, Belgium, Holland, Austria and Hungary in behalf of the Company and made studies of the broadcasting systems of those countries. He also was in conference in Switzerland with officials of the International Broadcasting Union and with numerous foreign copyright societies controlling the performing rights here of musical compositions written abroad.

Siegmund Strauss, prominent radio inventor from Austria, was a recent visitor to the Radio City studios. Representing the Company, Engineer Joseph D'Agostino with the assistance of German-speaking Guide Ray Feuerstein took Dr. Strauss on a tour of our headquarters.

Daniel Munster, page, who is a lieutenant in the 258th Field Artillery was personally commended by Col. Hanford for getting twelve out of thirteen hits with a 75 mm. gun during target practice at Pine Camp in Great Bend, N. Y., where Lt. Munster vacationed with his company.

Dr. James R. Angell, retired president of Yale University, who accepted the post of NBC educational counselor last June assumed his duties with the Company September 7. Dr. Angell's office is on the sixth floor of the RCA Building.



This is the reception that Miss Antoinette Force (seated at the desk) of the N. Y. Statistical Department received when she returned to her desk after the Labor Day weekend with a new platinum ring and a new name—Mrs. Alfred F. Tull, Jr.

NBC Photo by Sydney Desfor

# NBC HOLLYWOOD

—by Noel Corbett—

College education proved itself 100%, when, on September 1st, the page boy system, as worked in Radio City, was put into effect in the Hollywood Studios, and every lad chosen was a college graduate.

The increasingly busy switchboard now claims the full time of former receptionists.

The newcomers' schools are about as well scattered around the country as NBC network stations. Hyde Clayton, who will be assistant to head page Bob Edwards, came from Utah and Pittsburgh Universities. James Hartzell is a Yale man. Leland Bridgman hails from Washington State; Adolph Lefler is from the U. of South Dakota, and George McMenamin's alma mater is Santa Clara.

No doubt there will be big doings in the page boys' sanctuary when football season rolls around.

Now that Don E. Gilman has become a Hollywood native, he is plunging into civic affairs as much as he was in San Francisco.

Recently he was made chairman of the Radio Department of the Pacific Advertising Clubs Association Convention, and radio head of the Community Chest Drive in L. A.

NBCer's at the Bergen-McCarthy garden party in Beverly Hills were Frances Scully, Hal Bock, Joe Alvin and Sid Goodwin, producer. Milton Samuel and Marie Elbs of the S. F. Press flew down for the affair, and we spotted Burke Crotty of the N. Y. Photo Section and Bill Haussler getting a photographic record of little Charlie's antics.

Fred Leuschner, NBC attorney in Hollywood, and Syd Dixon, Sales, took a hunting trip to Fresno.

Being open season for doves, the idea was to shoot the limit.

However, Leuschner apparently mistook 230-pound Syd for one of the doves and loaded him full of buckshot.

We now have a new night manager. He's Big Bill Andrews, who always announced *One Man's Family* when it was heard from San Francisco where he was chief announcer.

Bill started in radio when he still wore short pants, and at one time was one of the youngest operators in the West. He is married to Helen Musselman, who plays Ann Waite in *One Man's Family*.

Bill is 6 foot 2 inches, and well over 200 pounds—so he should have no difficulty handling those large studio audiences.

Because Esther Baxter could sight an "NBC" in the daily papers she clipped part-time in the Press Department quicker than most girls can spot a fall suit bargain, Hal Bock gave her a full time secretarial position.

Mort Smith, Engineering, was handing out cigars on September 2nd. The newcomer is Richard Sewell Smith, who, at this writing has almost reached ten pounds.

Karel Pearson, Traffic, and Russ Hudson, his new assistant, were horseback riding the other day.

They reached the middle of a stream, when Karel's nag balked. He called for help from Russ who had reached the bank.

Russ did his best, but wasn't much help, as he was laughing too hard—at the hoss, not the boss.

Fred Dick's Mimeo Department has two new additions—Margaret Kent and Max Hutto. For the past three years Hutto has been working for the express company, and everytime he brought a package into Walter Baker's office, he'd say such nice things about NBC that Walter finally put him to work.

Dema Harshbarger, Artists' Service, really went places on her vacation. Lake Tahoe in the high Sierras, Carmel-by-the-Sea, and finally to Mexican waters in a friend's 85-foot schooner. The boat formerly was owned by Phil Lord.

Milton Samuel, S. F. Press, is a lad who's glad he learned at an early age to cart around all his credentials.

Vacationing with Bob Hall, radio ed of the S. F. *Call-Bulletin*, Bob attempted to record a sleeping Mexican military copper with his Brownie No. 2. This led to Bob's incarceration in the local bastille.

Milt dug deep into his hip pocket to produce a U. S. Deputy Sheriff's card. This impressive gesture led to Hall's release—despite the fact that the card was two years out-dated.

Marvin Young, production manager, is ready for the fall rush of programs. He

## 8,296 VISIT NBC STUDIOS IN ONE DAY

Establishing a new record for a single day, exactly 8,296 persons visiting New York City during the week-end of Labor Day made the famous tour through the NBC studios in Radio City Sunday, September 5, according to an announcement by the Guest Relations Division. The number of people who visited the studios during the three days of the week-end totalled 17,476.

The previous record was made on Sunday of the 1936 Labor Day holidays when 8,209 visitors toured the studios. Although people were turned away on both days, the record was increased this year because a larger staff of NBC guides handled the crowds with a new efficiency learned from experience.

Fifty NBC guides led the groups of visitors through the mile-long tour of studios and exhibition galleries, leaving the large reception foyer at three-minute intervals.

has a new assistant in Walter Bunker, and Ted Hediger, whom NBCer's in Chicago knew back in 1930, is now on the production staff.

Walter Baker has a gloomy look about him these days. And the reason is, his secretary, Virginia Elliott, is leaving NBC. Virginia's husband has been appointed SRA head in El Centro, Cal., and she wants to give her full time to being a housewife.

However, Walter won't lack for efficiency in his office. Maryalice Moynihan, who more than one time good-naturedly straightened us out on those intricate budget numbers up in San Francisco, will take her place.

QUICK PIX . . . Marvin Young, Walter Bunker and their wives were recent guests of Ben Alexander at his Malibu Beach house. . . . Before Virginia Elliott left NBC, Karel Pearson, Russ Hudson and Frank Pittman lunched her at Sardi's on Hollywood Blvd. . . . Ruth Schooler left her two turtles, Red and Blue Networks, in care of Walter Baker when she vacationed. . . . Frances Scully motored to S. F. over Labor Day . . . Syd Dixon, Sales, has been made chairman of the Ways and Means Committee of the L. A. Advertising Club for the June, 1938, P.A.C.A. Convention. . . . Ray Ferguson has gone in for ice skating. . . . Fred Dick's days off are spent in Claude Ferrel's carpentry shop knocking together household doodads for his bride.



# NBC CHICAGO

by William E. Lawrence

## Ray Is Now Press Chief

The resignation of Albert R. Williamson as manager of the Press Information and Service Division and the appointment of William B. Ray to succeed him took effect September 13th. Mr. Williamson, who had been manager of the Press Division for nine years, resigned to become assistant to the publisher of the *Minneapolis Star*. He was in the newspaper field for twelve years before coming to NBC.

Mr. Ray has been a member of the Press Department for the past four years, and for the last year has been news editor. He was born in Arkansas and attended Louisville, Kentucky, public schools, the University of Louisville and the University of Chicago Law School. He has worked on the sports staff of the *Louisville Courier Journal* and on the *Chicago Evening Post*. During the Chicago World's Fair he was in the promotion department, and from there came directly to NBC. He was married in 1934 and now resides in the North Shore suburb of Evanston.

## Resignations:

Park G. Parker, assistant manager of the NBC Central Division, resigned to join the Blackett-Sample-Hummert Advertising Agency as vice president.

A surprise farewell dinner party was given to Luella Lawrence on August 26th by the NBC-Chicago ladies with "pitchers" being took 'n' everything (see cut). Chicago's Bismarck Hotel was the scene of the big party and Luella was presented with a very swell fall purse, and an anonymous surprise contribution. Mrs. Lawrence is going with Mr. Parker to the Blackett-Sample-Hummert agency to continue as his secretary.

Don A. Marcotte, Music Library Supervisor, recently announced his affiliation with the Warner Brothers Music Corporation in a similar ca-

capacity. This terminated an eleven-year relationship with NBC.

Wythrop Orr, production director, with us only a few months, was just becoming acquainted with everybody here when we discovered he had also resigned and was headed for the Stack-Goble Advertising Agency as head radio man.

## Social News:

Martha Linn, our only woman announcer in the Chicago staff, celebrated her first year on the air the other day and the featured attraction during the festivities was a huge birthday cake sporting one lonely candle. The announcer's room where the party was held, was the gathering place for all of our better cake-eaters.

Sound Effects Man Harry Bubeck has announced his engagement to Miss Alice Rogers. The wedding is planned for this winter.

Marion Cooper, one of our charming stenographers, was married August 28th to George Edwards, and after their extensive California honeymoon will take up a residence on the North Shore.



Picture snapped at farewell dinner party given by NBC Chicago ladies for Luella Lawrence who leaves to go with Park Parker to Blackett-Sample-Hummert agency. First row, left to right: Marcelle Mitchell, Dorothy Frundt, Luella Lawrence and Florence Moeller. Second row: Loretta Dwyer, Lauretta Cooney, Lillian Wack, Bertha Curran, Martha Reinecker, Rubye Downs, Adele Crawford and Esther Ludwig. Third row: Helen Kellie, Alice Dinkeloo, Helen Shervy, Frances Dixon, Dorothy Masters, Ruth O'Connor, Dorothy Horton and Evelyn Partridge. Fourth row: Esther Nilsen, Maline Cooper, Helene Heinz, Irene Shields and Agnes Seward.

## Studio Afloat:

Louis Roen, announcer on the *Today's Children* program, lent a novel touch to a recent broadcast by furnishing his 37-foot sailboat, *The Owl*, to be used as a studio. The entire show was picked up from the deck of the boat which was anchored on Lake Michigan. The script for the broadcast called for a storm in the sound effects, and the sound man was uncertain whether artificial sound devices would be needed or whether Mother Nature would do the trick. As it turned out, Mother Nature wouldn't cooperate so the boys had to make their own storm.

## Personnel Changes:

Page-Captain Russell Sparks did a little personal sales promoting and was rewarded by being assigned to the Sales Promotion Division. His uniform is being filled by Page Bill Weaver who, by the way, in addition to filling another singing engagement on the *Club Matinee* program, placed third in the Chicago Music Festival held in Soldiers Field recently.

The recent addition of Ralph Maddox to our production staff puts one in mind of a baseball club's player trade. Page Jack Simpson who went to Station WJDX in Jackson, Mississippi, as announcer, replaced Maddox, who came here as production director. I suppose we could say no cash was involved, and Ralph batted .367 this year, but then, this is not a sports column.

Mr. Maddox is a native Mississippian and received his elementary education in this state. He holds a Bachelor's degree in Dramatic Art from Bush Conservatory in Chicago. He entered radio in 1931 as announcer for Station WQBC at Vicksburg, Mississippi, joining the staff of WJDX in 1932.

Send your prize pictures to the NBC Transmitter Photo Contest and win two theatre tickets.

# NBC TRANSMITTER

Published for and by the employees  
of the National Broadcasting Company  
from coast to coast.

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## NBC NINE PLACES THIRD IN MOVIE LEAGUE

Closing its season officially, Friday, August 27, the NBC Baseball Team split a double-header, nosing out Apeda Film, 6 to 5, in the first game but losing the second to MGM, 2 to 1, in games played at Washington Field, 192nd Street at Audobon Avenue.

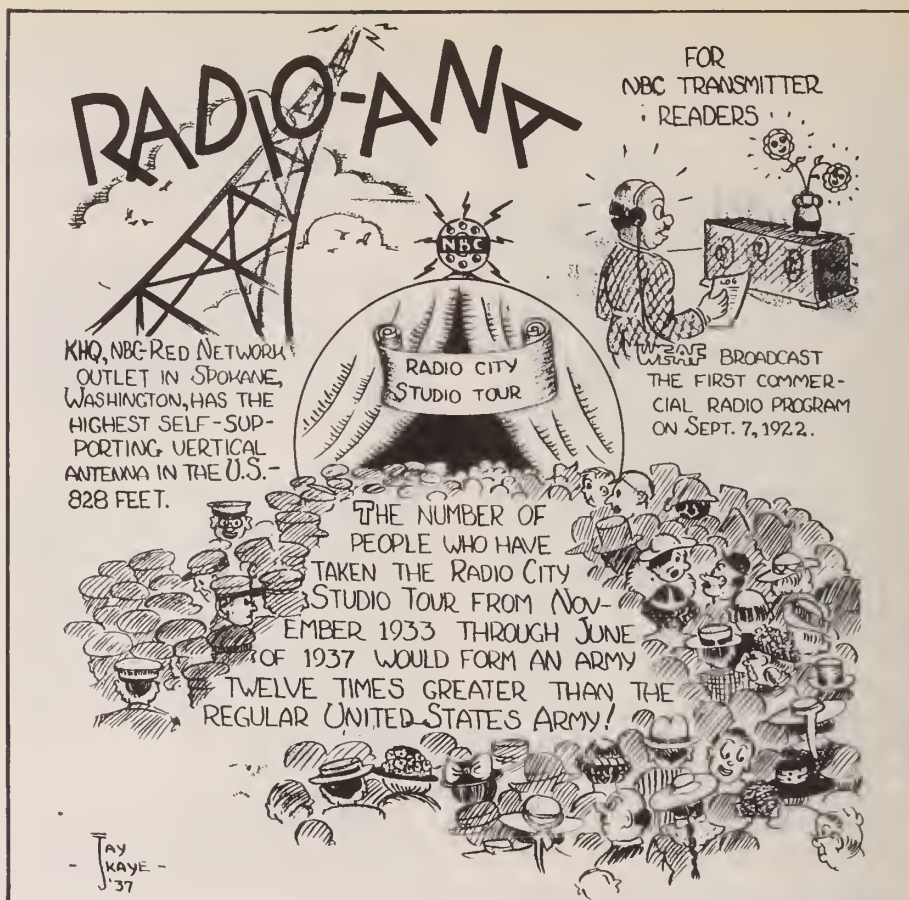
Losing the second game automatically excludes the NBCites from taking part in the playoffs. However, on the basis of its performance for the season, the NBC nine ended up in third place in the Motion Picture Athletic Association League.

While the season is officially over, the team may participate in a special post-season night game with the Daniel Reeves baseball team. Manager Jack Wahlstrom has been invited by Reeves to play them in a night game at Dyckman Oval. Plans are still tentative, however.

Since the season was not as successful as those of past summers, the boys are anxiously awaiting the coming of another spring and another baseball season when they hope to wind up in first place instead of third.

Following is the lineup of players which prevailed during most of the season:

1st base	Bonardi
2nd base	Williams
Short-stop	Flood
3rd base	Gayek
Left field	Schulman
Center field	Wahlstrom (Mgr.)
Right field	Crowley
Catcher	Albert
Pitchers	Von Frank
	Henderson



## Steady Attendance At Shooting Meets

NBC rifle and pistol experts held their third and fourth meetings on August 24 and 31, respectively, at the usual place, Manhattan School of Firearms, 24 Murray Street.

In the last meeting Miss Agnes Locherer of Legal showed up the other "gun toters" with a high score of 96. Miss Claire Conway of Program took the prize for showing the greatest improvement. Her score was 80 as compared with 66 in the previous meeting.

If the attendance continues to increase, Gordon H. Mills who is in charge of the group expects to organize permanent Red and Blue teams, second and third teams, and a ladies' team. The shooting group meets every Tuesday evening at six o'clock at the place mentioned above. The cost per person including bullets is seldom more than a dollar.

The following is the lineup for both teams that met August 31:

**RED TEAM:**  
Donald Castle—Engineering  
Clarkson Bundick—Engineering  
Robert Schuetz—Engineering  
Alice Cook—Sales  
Max Jacobson—Engineering

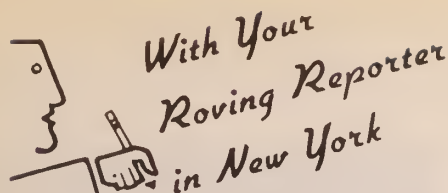
Theodore Van Cott—Engineering  
Theodore Kruse—Engineering  
Agnes Locherer—Legal  
Clare Conway—Program

**BLUE TEAM:**  
Gordon Mills—Sales  
Marion Ayer—Treasurer  
George McElrath—Engineering  
Jeanette Ferreira—Artist Service  
Edward Roeder—Guest  
Beverly Fredendall—Engineering  
Elmer Mead—Engineering  
Willard Butler—Sales Traffic  
Evelyn Costel—Legal

The Reds won by ten points with a score of 765. High scorer for the Red Team was Miss Agnes Locherer with 96 and Gordon Mills topped the Blues with 96.

Have you seen the greatest musical show in New York City this season — VIRGINIA — at the Radio City Center Theatre? You can win two tickets for orchestra seats to this beautiful American production by sending your prize photographs to the NBC TRANSMITTER Photo Contest.





SEEN AND NOT HEARD—many folks found a brief respite from the heat last month by dropping into the air-conditioned (adv.) Gateway Restaurant after work. Sipping their coca colas and lemonades (?) we spied Gordon Mills, Virginia Blachly, Dwight Herrick, Ted Church and a friend; Abe Schechter, Jerry Wolke, Ben Grauer, Welbourn Kelly, Doris Steen and her husband; Jack Costello and his Mrs., Don Goddard, Ary Moll, Margaret O'Connor, Phoebe Mink, Nelson Case, Milt Berg, Bill Neubeck, Bill Ray—new Chicago Press Manager—with Ed Curtin; Alan Kent, Arthur Coombs-Johnson, and Dorothy Allred. Quite a popular place, that Gateway (another adv.).

\* \* \*

The switchboard operator reported 200 calls prior to the Louis-Farr fite last month, and 30 calls during the fite. 15 of these latter can be chalked up to one over-enthusiastic lady who called at the end of each round, merely to crow "Hurrah for Farr". That was the extent of her conversation.

\* \* \*

All the folks who took their vacations August 23 to 28 sure ran into bad weather around New York. But of them all, Tom Tart's vacation was probably the saddest. After wasting a week watching the skies for a clearing day, Monday (in the second week) was bright and shiny, so Tom hied himself off to a handball court for a bit of workout in the sun. Playing barefooted for five hours raised a beautiful big blister on his foot, so for the balance of his vacation, including the Labor Day weekend, Tom sat with his foot propped up on a chair swathed in bandages (the foot was swathed—not the chair). Our heartfelt sympathy, Tom—if we'd known it sooner we'd have sent a wreath—or a set of crossword puzzles.

\* \* \*

Thanks Charlie Nobles, Boston announcer, for your nice visit. And best wishes to Ruth Eisner, who is recuperating from an operation in the Mt. Sinai Hospital in Cleveland.

\* \* \*

In case you didn't know, Fashion Editor Betty Goodwin and Announcer Nelson Case are two latest NBCites to be screen tested.

—WALTER MOORE

## KDKA PITTSBURGH

by Kay Barr

Harry A. Woodman, who has been general manager of KDKA for the past three years and who was transferred to the New York offices of the National Broadcasting Company for executive assignment September 1, received a unanimous expression of high regard from the entire station personnel.

In order that he may have a permanent record of this tribute, it was inscribed on a large sheet of parchment paper and bore the signatures of every member of the KDKA organization. This impressive document was presented to Mr. Woodman during the annual *KDKA Corn Roast*, which was held at the Hill Top Farm of Program Manager John Gihon, on the afternoon and evening of August 28. It was in the form of a resolution, and read as follows:

"Whereas, Harry Andrews Woodman is General Manager of Radio Station KDKA, and during his three years residence among us has demonstrated that unswerving loyalty to his adopted community—that unflagging zeal in the furtherance of those ideals and traditions which so enrich the life of this station, and that sincere and faithful devotion to the Staff of KDKA which inspires affectionate regard in all who know him as intimately as we, and

"Whereas, We are soon to be left on the shore behind him as he departs for a greater port of call, and

"Whereas, this day has been duly set aside for the Celebration of the Annual KDKA Corn Roast, at the Hill Top Farm, Now be it

"RESOLVED, that the said Harry Andrews Woodman is appointed to the Supreme Office of Guest of Honor and Chief Butter and Salt Man of the Corn Roast, enjoying all the rights, privileges and



ADELAIDE LASNER, KDKA Transcription Librarian, looks admiringly at the farewell scroll presented by members of the KDKA staff to their retiring general manager, Harry A. Woodman.



Introducing NANCY BROOKE who joined the staff of KDKA September 1 as music librarian. Miss Brooke has been secretary to Marjorie Stewart, head of Microphone Playhouse, for several years, so is no stranger to radio. She succeeds Jean Moore.

immunities appurtenant thereto, and that he bear with him to his new duties the warm and sincere wishes of this staff for success and happiness."

The date and seventy-nine signatures followed.

Announcer Bill Sutherland, KDKA, has just returned from his vacation at Madison, Ohio, on Lake Erie.

Announcer Bill Beal has returned from his vacation trip to James Bay in northern Ontario. Bill broadcasts messages to the Far North every Saturday night. Mounties, members of the Hudson's Bay Company staff, government men and others at the outposts always listen to the broadcasts. And appreciate them. They wanted to see Beal. So they invited him to spend a month visiting their "outposts of civilization". He had a grand time.

Evelyn Gardiner, *KDKA Home Forum*, is back from California.

And Bob Saudek, head of Continuity, "went down to the sea," in the neighborhood of Martha's Vineyard.

Sidney Adams, a cotton mill executive of Rock Hill, South Carolina, was a recent visitor to KDKA studios.

On his return home, Adams wrote back to thank the station for its hospitality and a most interesting trip through the studios. He has been a KDKA listener since the days when the identification was like this: "This is KDKA, the radio telephone broadcasting station of the Westinghouse Electric and Manufacturing Company at East Pittsburgh, Pennsylvania."

# KOA DENVER

by Charles Anderson



ROBERT H. OWEN  
New Manager of KOA Denver

*The departure of Manager A. E. Nelson from KOA to go to the head of KDKA Pittsburgh brought about the following realignment of NBC executives in this station.*

## Robert H. Owen, Station Manager

Readers of the local newspaper in the town of Canandaigua, New York, on October 19, 1898 knew that Robert H. Owen was the newest addition to the Owen family. What they didn't know then was that on September 1, 1937 the newspapers in many cities were to carry the news that he had been appointed manager of NBC station KOA.

The technical requirements as to whether Mr. Owen is a home-town product of Canandaigua, New York, or Denver, Colorado, are open to discussion because at the age of twelve his family moved to Denver and it was here that he received his public school education. To help Colorado's claim to his development we add that he attended the University of Colorado and was graduated with a degree in Electrical Engineering in 1923. As an outstanding student in this field of technical work he was chosen from a large group of graduates to attend the "Test" course at General Electric's headquarters in Schenectady, N. Y.

Before relating what happened there to bring about his appearance again in Denver we must go back again to his college days and state that he pioneered in radio at the University of Colorado. Long before the establishment of the present Federal Communications Commission, licenses were granted by the Department of Commerce. One of the first ten licenses

granted went to the University. Among the most interested students to help with the operation of this station was our present station manager, Robert H. Owen. With this experience as an inspiration it is small wonder that when he happened to meet an old friend back at the G.E. plant who suggested he join the company station, WGY, he readily agreed. This meant entering the publicity department of the company as that was the heading under which the radio work was listed. Shortly after this transfer came the real transfer that has resulted in his present promotion. The General Electric Company decided to build a super-station in the Rockies at Denver.

With his previous experience in radio and his desire to again live in Colorado Mr. Owen jumped at the chance to help with the installation of the equipment in this new station. In the Fall of 1924 he returned to Denver for the job and remained as chief control room operator. In 1927, just ten years ago, his faithful work was rewarded with an appointment as chief engineer of Station KOA. In this position he saw KOA grow to its present peak. That he played a very important part in its development is evidenced by the smooth running of every technical detail of the station's daily operation. Along with this electrical and otherwise technical ability went a constant study of every "angle" of the broadcasting business. Thus was he properly prepared to assume the responsibility of managing not only the engineering end, but also the "business" end of KOA, for as he saw



C. A. PEREGRINE  
Chief Engineer of KOA

Station KOA grow, his friends saw him grow to be a level-headed business man ready for any job that was assigned him.

## C. A. Peregrine, Chief Engineer

Mr. Owen's former place as chief engineer is to be taken by C. A. Peregrine who has been studio control supervisor since 1927. He was born in Oakland, California, April 26, 1896. Pioneer radio work in 1915 as radio operator with the old Marconi Company serves as foundation for his start in the business. During the War he served with the Signal Corps with enough foreign service and military experience to make him a First Lieutenant of the Signal Corps at the close of the War. He was a member of the famous Sorbonne Detachment.

*(Continued on Next Page)*



A. E. NELSON who goes from the managership of Station KOA, Denver, to that of KDKA, Pittsburgh, was the guest of honor at this farewell dinner party given by members of the KOA staff in Studio A in Denver.

Insert. Mr. and Mrs. Nelson photographed at the party given in their honor.





## KOA DENVER

(Continued from Page 8)

Returning to the States, he ran the Marconi Institute for some time and then spent three or four years in the accounting business. Radio called again and he went to work with KGO in Oakland. Transferred to Denver in October 1924 to help with the installation of KOA he remained as did Mr. Owen to help in its growth. As one of the "foster fathers" of KOA he can be relied upon to run it with the smoothness for which it's famed.

### James MacPherson, Merchandising Director

As merchandising director, we have our genial Scotchman, James MacPherson, a man with many years experience in the science of successful promotion of everything concerned with radio. "Mac" came to our station in 1934 and is a real Booster for Colorado and it's business development.

### A. W. Crapsey, Commercial Manager

KOA's commercial manager, is A. W. Crapsey, salesman with the station since 1933. Born in Colorado Springs, Colorado, on December 3, 1904. Educated in Colorado Springs and Denver public schools. Graduated from Columbia University, New York City, in 1926 with B.S. Degree in Business Administration, specializing in advertising and selling.

He joined the Edison Lamp works of the General Electric Company in a selling and advertising capacity as soon as he finished college. Also edited the *Edison Sales Builder* and did sales promotion work in New York and New Jersey for Edison Mazda Lamps. After leaving the Edison Lamp Works, he returned to Denver and joined the sales staff of Station KOA.

### Walter L. Morrissey, Studio Control Supervisor

Walter L. Morrissey is promoted to studio control supervisor. Born and raised in Saratoga, New York, he studied Radio Engineering at M.I.T. Then began a world-covering job of six years as supercargo and radio operator with the United States Shipping Board.

He joined KOA's staff in January, 1925 just six weeks after the station went on the air. After serving in control transmitter and field work he was appointed assistant control supervisor in January 1936.

Mr. Morrissey's successor has not yet been chosen.

## WTAM CLEVELAND

by Bob Dailey

Hal Metzger's recent red face is just now returning to a normal shade. And the brilliant complexion wasn't caused by vacation sunburn, either.

Metzger is WTAM's program director. Receiving a TWX wire from the New York special events division reading, "Can you participate in a broadcast on trucking" and signed Goddard, he ran his fingers through his well-known head of prematurely grey hair and reflected. Was this another "stunt" idea? Was this another "singing mice" publicity idea?

Finally, after due consideration, Metzger made several telephone calls, then wrote the following wire: "Sorry, but dance craze of truckin' failed to register here. Dance halls report it practically nil." Then he went to lunch.

But on his return, another wire was waiting. It was from Goddard and included but five words: "Trucking on wheels, not feet."

However, those few words caused Metzger the loss of his composure for several days.

WTAM Flashes . . . Pianist Doc Whipple planning a well-earned vacation at conclusion of Great Lakes Exposition where he was featured. . . . A popular, fast-moving program has been constructed around the rather prosaic subject of "Flower Gardening" by Announcer Bob Arthur. . . . Broadcaster Jane Weaver substituting for Mildred Funnell, during the

latter's vacation, as secretary to Manager Vernon H. Pribble.

The National Air Races, major aeronautical parade of the year, again furnished plenty of work for the WTAM staff, from Manager Pribble down through the ranks of engineers and announcers to the station's stenographers and telephone operators.

Graham McNamee took a holiday from New York to see the races and work with Tom Manning in describing events for listeners to both WTAM and the NBC-Red Network.

Jane Weaver—easy on both the eye and ear—turned in an enviable broadcasting score card in her interviews with women fliers entered in the Amelia Earhart Memorial race. She also had a part in the actual race description. Fourth announcer on the scene was Bob Arthur, whose other hobby besides flower gardening is aviation.

MORE FLASHES . . . *Northern Lights* off the NBC-Red Network while Writer and Producer Waldo Pooler vacations in the East. . . . Gene and Glenn back on WTAM for a series of two-hour late evening shows. . . . Two babies have joined the WTAM family. One is Gail Patricia Arthur, daughter born to Announcer Bob and Mrs. Arthur. The other is also a girl. She is Edith Andra Whittam. And her parents are Engineer Frank and Mrs. Whittam.

### Farewell Party

On Friday, August 27th, NBCites in Denver gave a farewell party to Manager A. E. Nelson who is leaving for Pittsburgh where he will take over the managership of KDKA.

A painting depicting a western scene by Lilly White, well known artist, was presented to Mr. Nelson by Clarence Moore as a "remembrance from the entire gang." Jay Burnette wrote an original song for the occasion, bidding Mr. Nelson Godspeed and good luck.

During the party KOA artists provided musical entertainment and a unique farewell message was recorded on the spot with every member of KOA "signing" the testimonial by speaking his name into the microphone of the recording machine.

### KOAGrams

Well, the cigars showed up along with a box of chocolates for those who don't go for Havanas. Stan Beal is now married

to Louise B. Winslow, who is president of the Junior Women's Club.

Derby Sproul, Continuity, goes to Pittsburgh with A. E. Nelson to be a writer and producer of KDKA.

Recent additions to the KOA engineering staff are:

Reuben Isberg, studio engineer, graduate of Colorado State Teachers College where he majored in Physics. He gained radio experience at KFKA in Greeley while attending college and has since been engaged in field and laboratory work on geo-physical equipment. He is married and has an eleven-months-old baby.

Garland Dutton, transmitter engineer, formerly of WHO, Des Moines, and WMT, Waterloo, Iowa. Much of his work previous to coming to KOA has been in engineering for the Telephone Company. He is married and has two children.

# NBC SAN FRANCISCO

by Louise Landis

Wedding bells echoed three times this month in the ears of NBCites, and brought a surprise every time.

First was the news that Elizabeth (Pat) Sullivan of the Continuity Acceptance Department has been Mrs. Norman Gatzert for two years. The eagle-eye of Lew Frost, assistant to Vice President Don E. Gilman, espied a small, shining band on Pat's fourth finger . . . and unveiled the secret.

Pat blushingly admitted that she and Attorney Gatzert were married at Reno in 1935, during a vacation. Not until recently did she decide to let her associates know—and then she openly flourished the ring for several days without notice until Mr. Frost came by and spotted it.

Next day came the news that Announcer James (Jimmy to you and me) Matthews was a groom-of-the-month. True to his profession he used close timing on his Big Romance. So when he persuaded Miss Monty Margetts, charming Seattle actress, to say "yes" he wasted no time doing something about it. On August 20th, at four o'clock in the afternoon, the two were standing with clasped hands before a clergyman, saying "I do." At four-fifteen Jimmy was back on the air, announcing, of all things, the United States Army band.

The marriage, which the two managed to keep a secret for almost a week, climaxed a whirlwind courtship. Jimmy and his bride met less than two weeks before their marriage at the home of mutual friends.

Both grew up in Seattle, where they attended Roosevelt High School although

they did not know each other there. The bride is well-known in the Northwest for her work in the Washington State Theatre, a Rockefeller-endowed group. She was to play Katherine in *The Taming of the Shrew* at the Seattle Repertory Theatre next month, but wired her resignation with the news that she had already been "tamed."

Jimmy has been a member of the NBC announcing staff in San Francisco for a year. Previously he was connected with stations in the Northwest.

Second groom of the month provided the biggest surprise of all, for even his best friends wouldn't believe it when they heard that Field Engineer George B. McElwain had fallen out of the Bachelor Parade.

The woman who worked the miracle is the former Miss Violet Evelyn Weaver, a slender, pretty brunette who owns a beauty shop on San Francisco's Geary Street.

Dave Kennedy, studio engineer, and Mrs. Kennedy accompanied the couple to Reno where they were married August 29th, in the Congregational Church. 'Mac' was on his vacation, and like the strong, silent man he is, told no one except the Kennedys of his plans. So it wasn't until Dave got back to the studios that the happy news was broken.

Happy it is, too, for 'Mac' is affectionately known to the entire NBC staff for the fury of his bark and the mildness of his bite, and lots of good wishes are piled up waiting for his return from the honeymoon.

Still another NBC romance is on the horizon. . . . Madeline Attabit, of the Traffic Department goes on her vacation October 15, and her honeymoon, too. She and Harry Lipschultz of the Gilmore Steel Company will be married in Reno.

Browsing through the *Woman's Magazine of the Air*: Dorothy Dumerais is as brown as that

JAMES (Jimmy) MATTHEWS, NBC announcer, introduces an old pal of his named "Mike," to his bride, Monty Margetts, well-known Seattle actress. They were married, after a whirlwind courtship, on Aug. 20.



proverbial berry . . . she traveled more than 4,000 miles on her vacation and managed to get in some salmon-fishing at Klamath, hence the tan. . . . Memory Roberts, who recently acquired an unusually fine electric phonograph, has the pleasant custom of inviting NBC folks to her house now and then for a home concert made up of the recordings she collects.

Two new faces in the Sales Department: Raymond A. Smart and William Bernard Ryan. The latter is a well-known advertising man who is having his first fling at this thing called radio, having specialized for the last few years in outdoor advertising. Mr. Ryan, a graduate of the University of California, has been director of the College of Business Administration at Santa Clara University, and an instructor in marketing, advertising and business administration at the University of San Francisco. He has been with Foster and Kleiser, outdoor advertising operators for the last nine years.

Mr. Smart, who will have charge of local sales, is a recent University of Washington graduate who managed to accumulate much sales experience along with his university career.

## Promotions:

William J. Andrews, for several years supervisor of announcers in San Francisco, has been transferred to Hollywood and appointed to the new position of night manager there.

Richard Ellers who has been a member of the announcing staff since 1931, and who for several months has been in charge of night operations in San Francisco, succeeds Andrews as supervisor of announcers in San Francisco.

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All these happy faces look like that because George B. McElwain of the San Francisco Field Group has shed bachelor ways forever. Left to right, Studio Engineer Dave Kennedy; Mac himself; Mrs. McElwain, the former Violet Evelyn Weaver, and Mrs. Kennedy.



## ATTENTION EQUESTRIANS!

Now that Fall is here the NBC Athletic Association's riding groups which have been active during the entire summer are planning more frequent rides in the morning and evening of different days of the week in order to accommodate the expected rise in attendance.

At present NBC riding enthusiasts ride several times a week at Central Park; Hollis, Long Island; and Closter, New Jersey. The cost is one dollar for an hour's ride except at Central Park where the horses cost one dollar and a half per hour.

A. A. officials in charge of these riding groups who should be notified by those wishing to ride are Miss Selma Wickers, Program; Miss Anita Barnard, president's office, and David Van Houten, Service.

## NBC SAN FRANCISCO

(Continued from Page 10)

Robert Dwan, who has been Ellers' assistant has been named night supervisor, and Robert McAndrews has been transferred from the announcing staff to take over Dwan's former duties.

Miss Maryalice Moynihan has been transferred from the San Francisco Accounting Department to the Accounting Department in the Hollywood studios.

Jo Elletson, head of the typing department, who celebrated ten years of service with NBC this month, also concluded a decade of happily married life. . . . She and her husband, Jerry Beghetti, and a party of friends spent several days in the Mother Lode country in celebration of the couple's tenth wedding anniversary. All the members of the party had been guests at their wedding.

Quickies: Jessie (Little Jesse James) Babin leaves October 1 for her home town, Wallace, Idaho . . . to help her parents celebrate their fiftieth wedding anniversary. . . . Eleanor McFadden departs from the hostess desk September 11th for a two weeks' holiday in Hollywood. . . . Lucille Cummings, charming blonde pinch-hitter, also on the hostess desk, says goodbye to all the friends she has made . . . reluctantly, they hope . . . on September 25th, when the vacation period ends. . . . Kay Bowman Hull of Artists Service starts her vacation on the same date . . . she and her husband will go to Douglas, Arizona.

## WGY SCHENECTADY

by Bob Wilbur

Mrs. Caroline Osan, secretary to Kolin Hager, Manager of WGY, has just returned from her vacation at Big Moose and Lake Placid.

Virgil Hasche, head of the WGY Accounting Department, accompanied by Mrs. Hasche and his parents, Mr. and Mrs. Ferd Hasche of Inwood, Iowa, vacationed at York Beach, Maine and toured the New England States.

Bob Wilbur, formerly program director and news editor of WSUN, St. Petersburg, Florida, has joined the news and publicity departments of WGY.

For some reason or other Announcer Phil Brook took a vacation way down in Florida, and came back with very little to say about it. Phil's father lives in Orlando, right in the middle of the orange groves.

## Almonte Made An Assistant to Lohr

(Continued from Page 1)

and Commercial Advertiser. From the *Globe and Commercial Advertiser* he went to the *Morning World*.

Leaving the newspaper field he turned publicity agent for the Hotel Astor, a job he held for some years before going to Philadelphia to become manager of Oscar Hammerstein's Opera House in that city.

Still in quest of new fields to explore Mr. Almonte next joined Postal Telegraph as an executive in charge of organizing district offices to sell the company's services.

In 1924 he went into radio, joining the Marconi Company as a representative in South America.

In 1927 he returned to New York and started his career with the National Broadcasting Company as a member of the Sales Department. A few months with NBC and he was made night sales representative. While NBC was still at 711 Fifth Avenue, New York, he became assistant to the vice president and general manager. When the Company moved its studios and headquarters to Radio City Mr. Almonte was appointed evening general manager in full charge of the Company's operations after regular office hours.

## N. Y. POLICE INSPECT RCA-NBC TELEVISION

Police Commissioner Lewis J. Valentine and a group of high ranking New York City police officials, searching for new weapons against crime, on August 26th witnessed a demonstration of RCA experimental television and facsimile transmission to explore its adaptability to police needs. The demonstration took place in the NBC studios in Radio City.

"The police department," Commissioner Valentine said, "is constantly on the alert to adapt new developments in science that will aid us in the detection and prevention of crime and the apprehension of criminals. I hope, and believe, that we will be able to profit from the millions of dollars that RCA and the National Broadcasting Company are spending in their development of facsimile transmission and television."

Possible police use of television seen by the officials was in simultaneous viewing, at many interconnected points, of police line-ups of apprehended criminals and suspects. The line-up at New York's police headquarters in Centre Street, it was said, might be seen by police in New York City and also by law enforcement officers in distant cities included in a television network.

It was in facsimile transmission, however, that the group saw an answer to a need in the police war against crime. In addition to being proof against errors in transmission, facsimile would provide a medium for almost instantaneous transmission of photographs and fingerprints of wanted persons.

If further developed, it was said, the facsimile receiver might become a companion to the police car's present radio receiver.

A printed police bulletin, bearing the picture and description of a wanted person, now requires considerable time for production and distribution. With the aid of the facsimile transmitter, however, it would be only a matter of a minute or two to transmit an excellent likeness of a criminal, together with his fingerprints and description, usually available only at central police headquarters. With such an instrument the officials said, they would vastly reduce the chances of criminals leaving the city. Receivers placed at railroad stations, bridges and roads at the gates of the city, would provide police stationed at these points with unmistakable means of identification. This system could also be extended to serve the needs of police in other cities.



JOSEPH A. MACDONALD, N. Y. Legal Department, has just left for his vacation—and we'll bet he spends most of his time pushing this baby carriage and playing with its occupant, Joseph F. Macdonald.



CHARLES VAN BERGEN of N. Y. Press had always wanted to grow a beard but the other boys in the Photo Section wouldn't let him so when he got off to the wilds of Canada last month he cultivated the growth you see above. He played safe and shaved it off before returning to Radio City.



JOE THOMPSON, NBC Hollywood producer, snapped this picture at Bing Crosby's Del Mar race track near San Diego. Shown are Mr. Thompson's sister, Kathleen, and Myron Dutton, also of the NBC production staff in Hollywood.

## NBC Goes on Vacation



This is how SALLY FARR of the San Francisco Typing Department got that lovely coat of tan during her vacation in the high Sierras where she spent her time fishing, swimming and hunting.



Left: Bozzie wouldn't look at the birdie so his mother, Florence Marks (Mrs. Bosley Crowther) of the N. Y. Press Division snapped him anyway as he sought refuge from the camera in the waters of the Atlantic at Martha's Vineyard.



JOE ALVIN, left, Hollywood Press Department, fishing off Catalina Island



Announcer BOB McANDREWS (San Francisco), as befits a loyal Californian, spent his vacation visiting California missions. Here he is emulating one of the pious monks of Fray Junipera Serra, at the San Diego Mission.